

Tom

## Woman Thing Music Timeline (2/5/97)

### JANUARY 1997

#### 1st Half

**1/20 All clubs confirmed**

1/20 Direct Mail Laser Sign Offs

1/20 1-800# running

1/20 Nat. print (A/K) due

1/20 Off. & Def. DM proofs

1/20 DM herd & 1st four cities laser sign offs due

1/27-4/4 Promote dance single in clubs

1/27 Club poster, table tents, & table tent insert A&K due

1/27 Bar night promo. video review

#### 2nd Half

**1/20 Artist finalized**

### FEBRUARY 1997

#### 1st Half

2/3 Club night ROP due

**2/3 DM herd and 1st 4 cities drop**

2/3 Tour schedule release

2/10 DM 2nd local laser sign offs due

2/17-5/30 ROP drop dates

2/20 Strategic Research begins

**2/20 Club Nights begin St. Louis/New Orleans**

2/24 DM Off. & Def. & 3rd local laser sign offs

**2/24 DM 2nd 4 cities drop**

#### 2nd Half

2/17 2nd artist contract signed

2/17-3/7 Source Music for 2nd EP

2/17-3/7 Source and contract musicians

2/24 Enter program into PMCS

**2/24 Creative brief on 2nd EP to Burnett**

12/24 Contract producer

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MARCH 1997

1st Half

3/3 All 1st half retail materials due at Madden

**3/6 Club Nights begin Atlanta/Birmingham**

3/10 DM last 2 cities laser sign offs due

**3/17 DM Off. , Club, & last 2 cities drop**

**3/20-4/18 Club Nights in Chicago/Detroit**

**3/21/22 Martha Byrne Showcase (St. Louis/New Orleans)**

3/21 Evaluative research beings

APRIL 1997

1st Half

4/1 City book issue date

**4/3-5/2 Club Nights in Baltimore/Charlotte**

**4/4-5 Martha Byrne Showcase (Atlanta/Birmingham)**

**4/10-5/10 Club Nights in Dallas**

**4/17-5/17 Club Nights in New York**

**4/18-19 Martha Byrne Showcase Chicago/Detroit**

4/30 Evaluative research results

4/30 Initial name generation report

2nd Half

**3/3-4/14 Source/Select manufacturer**

3/3-3/7 Rehearsal/Programming EP

3/17 Retail brief due

3/31 EP look, Cover design and video packaging  
comps due

**3/31-4/28 Record EP**

2nd Half

4/1 EP cover and video packaging (A/K) due

4/1 Green sheets to Fulfillment

4/2-4/4 Track Selection for EP

4/7-4/9 Mix EP

4/10-4/14 Master EP

**4/14-4/30 Final Mix EP dance single**

4/14 Retail packaging comps EP due

**4/21 Contract video producer**

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MAY 1997

1st Half

5/1 National print issue date  
5/2-3 Martha Byrne Showcase in Baltimore/Charlotte

5/5 Martha CD at retail

5/5 Co. event  
5/12 Strategic research results  
5/12 Martha Byrne Showcase in Dallas  
5/19 Martha Byrne Showcase in New York  
5/26 Final name generation report  
5/26 Volume impact research due

2nd Half

5/5 Final Film due to CD manufacturer  
5/5 Pre-production artist video  
5/5 Present Video Concepts  
5/5 Media brief EP due to Burnett  
6/23 5/5 Direct Mail brief EP due to Burnett  
5/16-6/12 Manufacture EP  
5/19 Retail packaging EP (A/K) due  
5/19 RVP approval of October promotion  
5/26 Retail Sell Card due  
5/26 Media Plan EP due

June 1997

1st Half

2nd Half

6/2 Direct Mail EP comp due  
6/2-23 Video Shoot (2nd EP)  
6/16 Print comps due  
6/16 Retail POS (A/K) due  
6/16 Review program creative elements with team  
6/23 All materials due to Madden  
6/23-7/14 Post Production Video

July 1997

1st Half

2nd Half

7/1 All retail materials due at Madden  
7/1 Retail packaging EP due  
7/7 Direct Mail EP (A/K) due  
7/7 Print EP (A/K) due  
7/7 Retail sell card EP (A/K) due  
7/16-10/1 Promote dance single (EP) at clubs

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September 1997

1st Half

2nd Half

9/1 Showcase ROP due

9/1 Consumer Affairs operator training

October 1997

1st Half

2nd Half

10/1 Retail drop

10/1 Print issue date

10/1<sup>2</sup> Direct drop

10/15-11/22 Showcase Tour

November 1997

1st Half

2nd Half

11/29 Initial name generation report

December 1997 12/28

1st Half

2nd Half

Final name generation report

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